



Going for gold

How partnership with Sophos helped security specialist Quadsys grow their business.

Partner-at-a-Glance

Quadsys
www.quadsys.co.uk

Focus market
Small to medium businesses
Public sector

Sophos Partner
Since 2009

Sophos Partner Profile
Gold Solution Partner



'Over the past 18 months, our Sophos business has gone from strength to strength which has played an important role in our on-going success.'

PAUL COX
Managing Director, Quadsys



An award-winning team

"Sophos is committed to the channel, they've supported us by going the extra mile over and above other vendors to help achieve our objectives."

PAUL COX
Managing Director, Quadsys

Quadsys is a widely recognised IT Security and Infrastructure reseller in Oxford. They specialise in IT security and help corporate, medium size business, educational and public sector customers protect their assets and infrastructure. The company was the first Sophos Gold Solution Partner in the UK.

The right products

Quadsys has been very successful at selling endpoint protection, both for PCs and mobile devices. Mobile Control has been a growing part of the mix as the company's clients pursue mobile and 'bring your own device' strategies.

More recently, the company has seen some success with UTM – Sophos's integrated threat management appliance (see sidebar below).

'Our technical consultants have acquired the relevant Sophos training certification to enable us to understand our clients requirements says Paul Cox, Managing Director at Quadsys, and this makes their products easier to sell, install and support, which has been reflected in our achievements.'

Introducing Sophos UTM



Sophos UTM is an Internet security appliance that can be deployed as software, virtual or hardware. It wraps up all a customer's network and endpoint security into a single-box management console.

It also offers centralised management for Sophos RED, an SSL bridging product that offers an alternative to IPSEC-VPN for remote offices.

"I've been in the industry for 20 years and in my opinion Sophos's commitment to its partners is unique, refreshing and invigorating."



PAUL COX
Managing Director, Quadsys

Sales support

'Sophos is exceptionally proactive,' explains Paul Cox, 'and they understand our business needs and want us to grow. Through our engagements with Sophos, and our marketing campaigns we have developed, the level of support is unrivalled.'

The account managers from Sophos visit Quadsys every couple of weeks, often pitching in time and effort on the sales floor when there's a telemarketing campaign. They help the sales team identify opportunities and actively support them as they close deals. 'They're almost an extension of our sales team,' says Paul.

Sophos partnership

Sophos is one of Quadsys's preferred vendors and they are looking to increase the amount of Sophos business they do. Why? Because Sophos is a great partner. Paul Cox highlights two more key benefits:

- Incumbency protection. Sophos gives incumbent partners margin protection to reward them for the work they did bringing in new business. This helps Quadsys avoid the situation that occurs with other vendors where they spend a lot of time nurturing a client and winning a deal, only to see another partner undercut them after the first year and snatch the business away purely based on price. 'Sophos always plays by the rules,' says Paul.

- Committed to the channel. While most vendors have a direct or online route to market as well as their reseller network, Sophos is committed to its channel. This means that partners, like Quadsys, don't find themselves competing with their own suppliers for business. It also aligns the two companies' interests very closely. They both want the same thing – for Quadsys to sell more Sophos products.

Quadsys has been growing at around £1m of revenue per year for the last five years and the company's MD plans to continue at the same impressive rate. Sophos is an integral part of our future plans,' says Paul Cox, they work very closely with us to improve and propagate our business.'

Learn more about the
Sophos Partner Program.
Visit www.sophos.com/partners

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